

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE

☒ STATE/LOCAL CANDIDATE

**To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b>	<b>Date:</b>
------------------------------	--------------

I, Rheda Q. Sommers,  
 being/on behalf of: Rheda Q. Sommers,  
 a legally qualified candidate of the Democrat  
 political party for the office of: Constable Pct 7  
 in the County of El Paso, TX  
 election to be held on: Nov 8, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Attach proposed schedule with charges (if available):**

I represent that the payment for the above described broadcast time has been furnished by:

Rhoda Angela Sommers

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Mary Jones

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

10/24/16

Date

Rhoda Angela Sommers

Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected

[Signature]

Signature

Mark [Signature]

Printed Name

Dir. of Sales

Title



KDBC  
200 S Alto Mesa Dr  
El Paso, TX 79912

Rheda Angela Sommers Agency  
5305 Rockwood  
El Paso, TX 79932

# Contract # 2670324

<b>Schedule Dates</b>	10/26/16-11/07/16	<b>Date Entered</b>	10/25/16
<b>Advertiser</b>	Rheda A. Sommers for Constable Pct 7-D (113381	<b>Last Modified</b>	10/25/16
<b>Agency</b>	Rheda Angela Sommers Agency (17843)	<b>Entered By</b>	Myriam Acosta
<b>Product</b>	POLITICAL CANDIDATE (ns) (1186)	<b>CO-OP</b>	No
<b>Brand</b>	Constable Angie Sommers (872279)	<b>Headline #</b>	
<b>Salesperson</b>	HOUSE-EL PASO, KFOX/NFOX/KDBC/NDBC (3509)	<b>Demo</b>	
<b>Sales Office</b>	KFOX/NFOX	<b>Order Type</b>	Normal
<b>Buyer Name</b>	/	<b>Package Deal</b>	
<b>Phone/Fax</b>	N/A	<b>Commission %</b>	15.00
<b>CPE</b>		<b>Commission</b>	\$162.75
<b>Account Types</b>	Local/Political Candidate Agency BRD	<b>Net Total</b>	\$922.25
<b>Billing Type</b>	Standard	<b>Sales Tax</b>	
<b>Comments</b>			

El Paso (KDBC)		
By Broadcast Month	Spots	Rate
Oct. 2016	4	\$270.00
Nov. 2016	10	\$815.00
<b>Grand Total:</b>	<b>14</b>	<b>\$1,085.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/26/16-10/28/16	3	:30	5A- 6A (MST)	1			X	X	X			1	\$20.00	\$20.00	El Paso (KDBC)		10/25/16
2.0	Normal Line / SPOT	10/31/16-11/04/16	3	:30	5A- 6A (MST)	1	X	X	X	X	X			1	\$20.00	\$20.00	El Paso (KDBC)		10/25/16
3.0	Normal Line / SPOT	11/07/16-11/07/16	3	:30	5A- 6A (MST)	1								1	\$20.00	\$20.00	El Paso (KDBC)		10/25/16
4.0	Normal Line / SPOT	10/26/16-10/28/16	3	:30	6A- 7A (MST)	2			X	X	X			2	\$35.00	\$70.00	El Paso (KDBC)		10/25/16
5.0	Normal Line / SPOT	10/31/16-11/01/16	3	:30	6A- 7A (MST)	2	X	X						2	\$35.00	\$70.00	El Paso (KDBC)		10/25/16
6.0	Normal Line / SPOT	11/07/16-11/07/16	3	:30	6A- 7A (MST)	1								1	\$35.00	\$35.00	El Paso (KDBC)		10/25/16
7.0	Normal Line / SPOT	10/31/16-11/04/16	2	:30	12P- 12:30P (MST)	1	X	X	X	X	X			1	\$65.00	\$65.00	El Paso (KDBC)		10/25/16
8.0	Normal Line / SPOT	11/07/16-11/07/16	2	:30	12P- 12:30P (MST)	1								1	\$65.00	\$65.00	El Paso (KDBC)		10/25/16
9.0	Normal Line / SPOT	10/26/16-10/28/16	2	:30	10P- 10:35P (MST)	1			X	X	X			1	\$180.00	\$180.00	El Paso (KDBC)		10/25/16
10.0	Normal Line / SPOT	10/31/16-11/04/16	2	:30	10P- 10:35P (MST)	2	X	X	X	X	X			2	\$180.00	\$360.00	El Paso (KDBC)		10/25/16
11.0	Normal Line / SPOT	11/07/16-11/07/16	2	:30	10P- 10:35P (MST)	1								1	\$180.00	\$180.00	El Paso (KDBC)		10/25/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbj.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



# Constable Angie Sommers

#2670324 ms 10/25/16

Advertiser:

Agency:

Buyer:

Length(s): :30

Proposal #: 676210

Market [Rank]: EL PASO

Books: Oct15-RENTAK LO

Flight Dates: 10/24/16 - 11/07/16

Note: Rates good for two (2) weeks. Programming subject to change without notice.

Station Contact:

Name: Myriam Acosta

Phone: (915) 834-2116

Fax: (915) 833-1358

Email: myriam.acosta@kfoxtv.com

Program	Rate	Oct	Oct	Nov	Cost	A1849	A50+	A3564
DP Days Time	Weeks	24	31	7	Spots	RTG	RTG	RTG
KDBC								
CBS4 DAYBREAK 5A	\$20	1	1	1	\$60	0.8	1.0	0.9
M M-F 5:00A-6:00A	3				3	\$25.00	\$20.00	\$22.22
Rationale: OV:10.01.15-10.28.15 (RENTAK-LO)								
CBS4 DAYBREAK 6A	\$35	2	2	2	\$70	1.4p	1.7p	1.4p
M M-F 6:00A-7:00A	2				2	\$25.00	\$20.59	\$25.00
Rationale: KDBC 4 Daybreak - PAV(1); OV:10.01.15-10.28.15 (RENTAK-LO)								
CBS4 AT 12	\$65	-	1	1	\$130	1.2p	1.6p	1.3p
D M-F 12:00P-12:30P	2				2	\$54.17	\$40.63	\$50.00
Rationale: KDBC 4 News at Noon - PAV(1); OV:10.01.15-10.28.15 (RENTAK-LO)								
CBS4 AT 10P	\$180	-	1	1	\$360	3.9p	5.1p	4.2p
T M-F 10:00P-10:35P	2				2	\$46.15	\$35.29	\$42.86
Rationale: KDBC 4 News @ 10PM - PAV(1); OV:10.01.15-10.28.15 (RENTAK-LO)								
Weekly Subtotals		1	4	4	\$620			
					9			

Demo breakdown:	Spots	Cost	GRP/GI	CPP/CPM	Reach	Frequency	Net Reach	Population
A1849R	9	\$620	15.40	\$40.26	13.16	1.17	29,194	221,838
A50+R			19.80	\$31.31	16.31	1.21	27,780	170,324
A3564R			16.50	\$37.58	13.97	1.18	29,112	208,386

Dayparts: D - DAYTIME; M - MORNING; T - LATE NEWS

\$800 gross / \$680 net  
 + \$465 /  
 \$1,265 / \$1,075.25

Client Signature: \_\_\_\_\_

Date: \_\_\_\_\_